

Florida Statewide Issues Poll

Prepared for the **State Innovation Exchange** *by* **TargetSmart**



Survey Methodology



TargetSmart designed and administered this multi-modal survey. The survey was conducted **November 30-December 9, 2021**, via live phones with trained operators, online via a link from an email, and through Dynata's web panel and matched back to the voter file. The survey reached **1,238 adults (750 weighted)**, age 18 or older, who indicated they were registered to vote in Florida.

The sample was randomly selected from TargetSmart's enhanced voter file. Ten percent of respondents were reached on telephones (19 percent weighted). Twenty-six percent were reached via email and took the survey online (55 percent weighted). Sixty-four percent of respondents were recruited from Dynata's web panel and matched to TargetSmart's voter file (24 percent weighted). Quotas were assigned to reflect the demographic distribution of registered voters in Florida.

The data were weighted by gender, age, race on file, party registration, TargetSmart High School Only Score, TargetSmart Midterm General Election Turnout Score, and region by media market to ensure an accurate reflection of the population

The overall margin of error is **+/- 3.6%**. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.



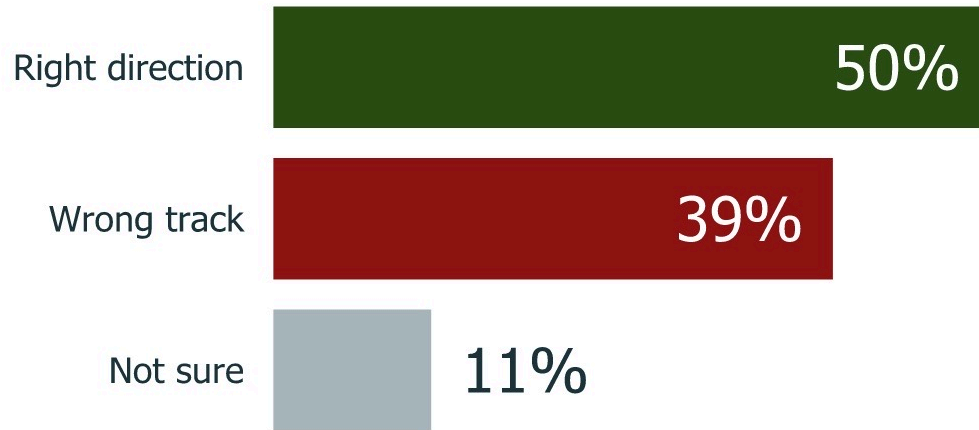
Key Findings

- Florida voters support increased taxes on the wealthiest individuals and corporations and oppose tax increases on low to middle-income families and small businesses.
- Respondents across demographics and ideology report high levels of concern about the COVID-19 pandemic.
- Three common progressive proposals to improve voting access receive majority support, with 7-in-10 respondents referring to early voting access as a good thing.



Floridians lean toward “right direction” on state's direction

Florida Direction



Q.5 Generally speaking, do you think that things in Florida are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



Republicans drive optimism about state's direction

State Direction by Party ID and Urbanicity

	Right direction	Wrong track	Right direction - Wrong track
All voters	50%	39%	+11
ID Democrat	28%	63%	-36
ID independent	41%	41%	-1
ID Republican	74%	19%	+54
Rural	59%	33%	+26
Suburban	50%	40%	+10
Urban	46%	42%	+4



People of color and younger voters split, Black voters pessimistic on state's direction

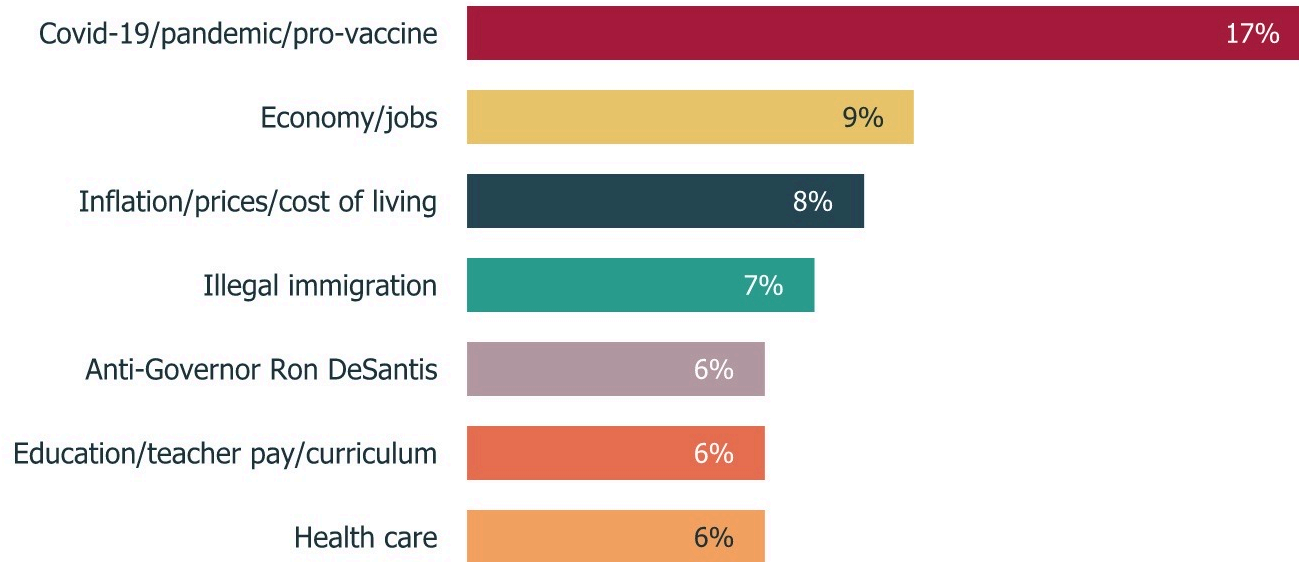
State Direction by Key Demographics

	Right direction	Wrong track	Right direction - Wrong track
All voters	50%	39%	+11
Men	55%	38%	+17
Women	46%	40%	+6
White	56%	36%	+20
Black	33%	48%	-14
Hispanic	53%	38%	+16
People of color	44%	43%	0
18-49	44%	42%	+2
50+	55%	37%	+18
College graduate	50%	43%	+7
Non-college	50%	36%	+14



Florida shows diverse issue focus, with Covid and pocketbook concerns at the top

Biggest issues: Most Frequent



Q.6 What would you say is the biggest issue in Florida that you would like the governor and state legislature to focus on?



COVID-19 one of the top issues among all groups before winter wave

Top Issues by Party ID and Urbanicity



Democrats: **29% COVID**, 12% Anti-Governor Ron DeSantis



Rural: **21% COVID**, 14% Illegal immigration, 11% Economy/jobs



Independents: **12% COVID**, 12% Economy/jobs, 10% Inflation



Suburban: **15% COVID**, 9% Economy/jobs



Republicans: 15% Illegal immigration, **10% COVID**, 10% Economy/jobs



Urban: **18% COVID**, 11% Inflation, 9% Education



COVID narrowly tops concerns across demographics

Top Issues by Key Demographics

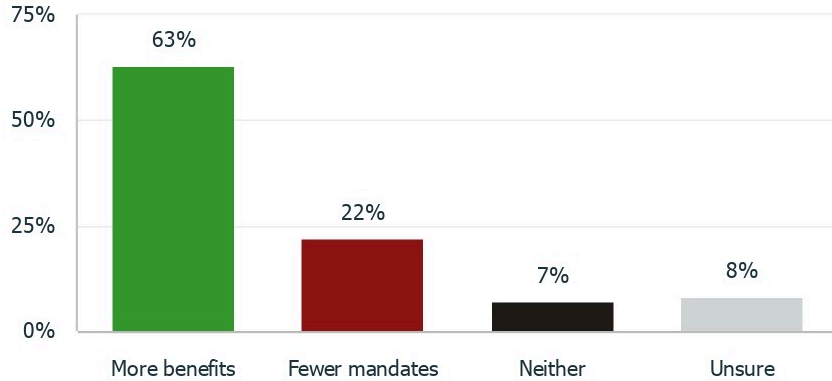
- **Men**
17% COVID, 10% Economy/jobs, 8% Illegal immigration
- **Women**
17% COVID, 10% Inflation
- **White**
16% COVID, 10% Illegal immigration, 8% Economy/jobs
- **Black**
26% COVID, 11% Inflation, 11% Wages
- **Hispanic**
20% COVID, 11% Economy/jobs, 10% Education
- **18-49**
17% COVID, 11% Inflation
- **50+**
17% COVID, 12% Illegal immigration, 9% Economy/jobs
- **College Graduate**
18% COVID, 9% Education
- **Non-College**
17% COVID, 9% Economy/jobs



Respondents believe paid sick and family leave are better for families and the economy than fewer mandates on businesses

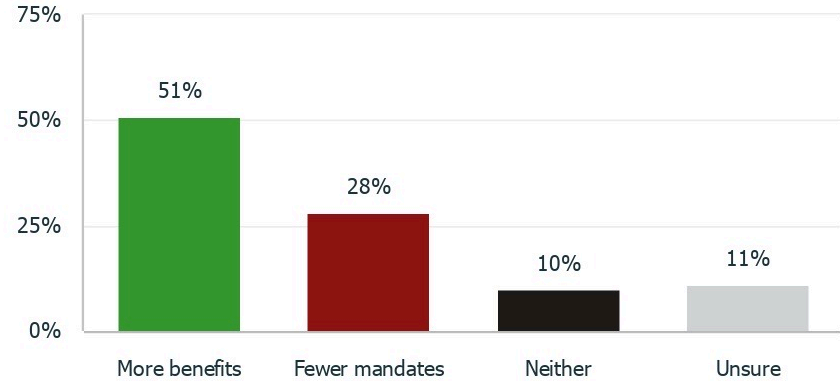
Better for families

More benefits +41



Better for the economy

More benefits +23



*Q.10/Q.11 What do you think would be better for [working people and working families in Florida]/[Florida's economy]?
More benefits at work like paid family leave and paid sick leave or Fewer mandates on businesses like paid family leave and paid sick leave*



Even a plurality of Republicans believe increasing work benefits is better for working families

Work Benefits by Party ID and Urbanicity

	Better for families			Better for the economy		
	More benefits	Fewer mandates	More benefits - fewer mandates	More benefits	Fewer mandates	More benefits - fewer mandates
All voters	63%	22%	+41	51%	28%	+23
ID Democrat	90%	5%	+85	79%	7%	+72
ID independent	57%	20%	+38	51%	25%	+26
ID Republican	43%	38%	+5	29%	47%	-18
Rural	59%	22%	+38	46%	32%	+15
Suburban	58%	26%	+32	46%	30%	+15
Urban	73%	16%	+57	63%	22%	+41



“Better for working families” is more effective framing than “better for the economy,” particularly among Anglo voters and women

Work Benefits by Key Demographics

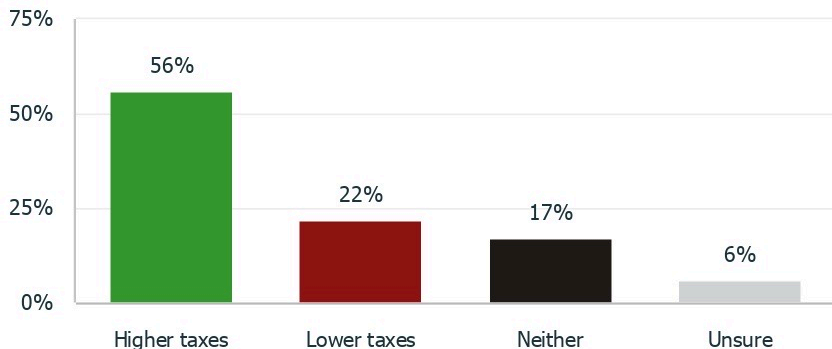
	Better for families			Better for the economy		
	More benefits	Fewer mandates	More benefits - fewer mandates	More benefits	Fewer mandates	More benefits - fewer mandates
All voters	63%	22%	+41	51%	28%	+23
Men	53%	30%	+24	44%	36%	+8
Women	71%	16%	+55	57%	21%	+36
White	52%	27%	+26	39%	33%	+7
Black	89%	4%	+85	78%	9%	+69
Hispanic	77%	20%	+57	69%	24%	+45
People of color	79%	15%	+64	69%	21%	+48
18-49	76%	15%	+62	65%	23%	+41
50+	51%	28%	+23	39%	32%	+8
College graduate	62%	25%	+37	53%	30%	+23
Non-college	65%	19%	+46	51%	26%	+25



Higher taxes on wealthy and corporations viewed as better for families and the economy

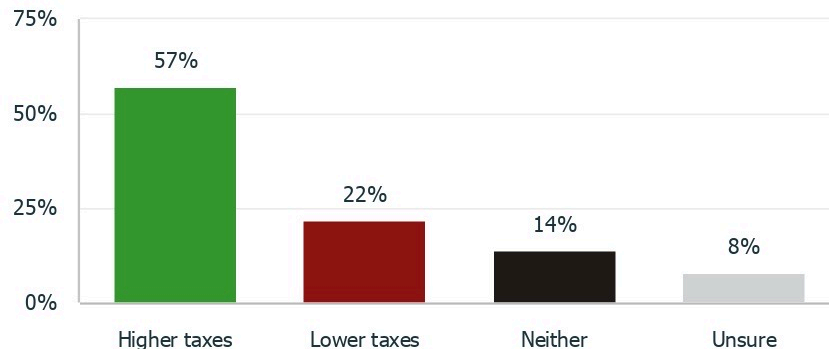
Better for families

Higher taxes +34



Better for the economy

Higher taxes +35



Q.12/Q.13 What do you think would be better for [working people and working families in Florida]/[Florida's economy]? Higher taxes on large corporations and the state's wealthiest residents or Lower taxes on large corporations and the state's wealthiest residents



Little difference across party and geography between family and economic framing of tax question

Tax Level Support by Party ID and Urbanicity

	Better for families			Better for the economy		
	Higher taxes	Lower taxes	Higher taxes - lower taxes	Higher taxes	Lower taxes	Higher taxes - lower taxes
All voters	56%	22%	+34	57%	22%	+35
ID Democrat	82%	11%	+71	84%	10%	+75
ID independent	54%	20%	+33	53%	20%	+33
ID Republican	35%	30%	+5	36%	33%	+3
Rural	46%	23%	+23	46%	24%	+22
Suburban	56%	19%	+37	57%	19%	+38
Urban	61%	26%	+35	61%	26%	+36



Strong support for higher taxes on wealthy, corporations across demographic groups

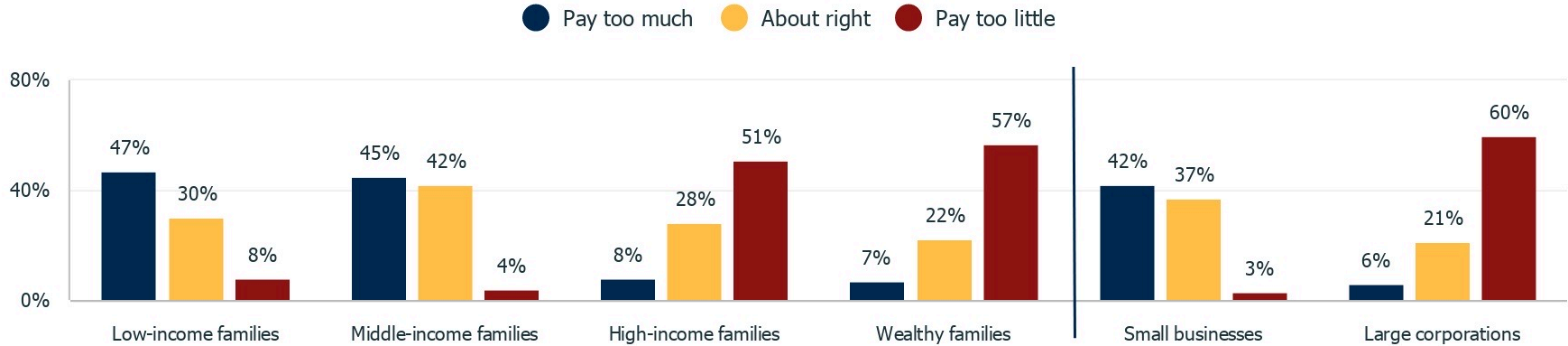
Tax Level Support by Key Demographics

	Better for families			Better for the economy		
	Higher taxes	Lower taxes	Higher taxes - lower taxes	Higher taxes	Lower taxes	Higher taxes - lower taxes
All voters	56%	22%	+34	57%	22%	+35
Men	48%	27%	+21	49%	28%	+21
Women	62%	17%	+45	63%	16%	+46
White	52%	19%	+33	52%	21%	+31
Black	66%	19%	+47	69%	19%	+50
Hispanic	60%	29%	+31	57%	29%	+28
People of color	62%	26%	+36	63%	24%	+40
18-49	64%	24%	+40	64%	22%	+42
50+	49%	20%	+29	50%	22%	+28
College graduate	56%	21%	+35	56%	22%	+34
Non-college	57%	21%	+35	58%	21%	+37



Respondents think high-income, wealthy families and large corporations should pay more in taxes

Tax policy amount

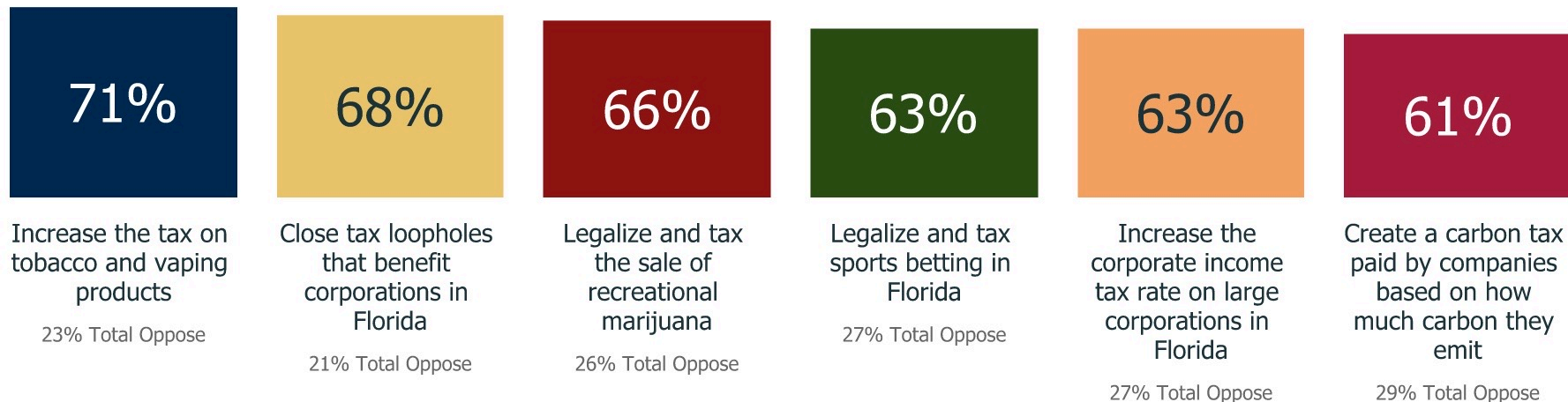


Q.15 Please indicate if you believe each of the following groups in Florida pay too much in taxes, pay about the right amount in taxes, or pay too little in taxes.



Taxes on corporations and some sin taxes receive high levels of support among Floridians

Revenue Proposals: % Total Support Top Tier



Q.16 Please indicate if you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following proposals to increase revenue for the state budget in Florida.



Sales tax increases do not have popular support

Revenue Proposals: % Total Support Lower Tier



Q.16 Please indicate if you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following proposals to increase revenue for the state budget in Florida.



Respondents view more investment as a better response to COVID-19 than cutting resources

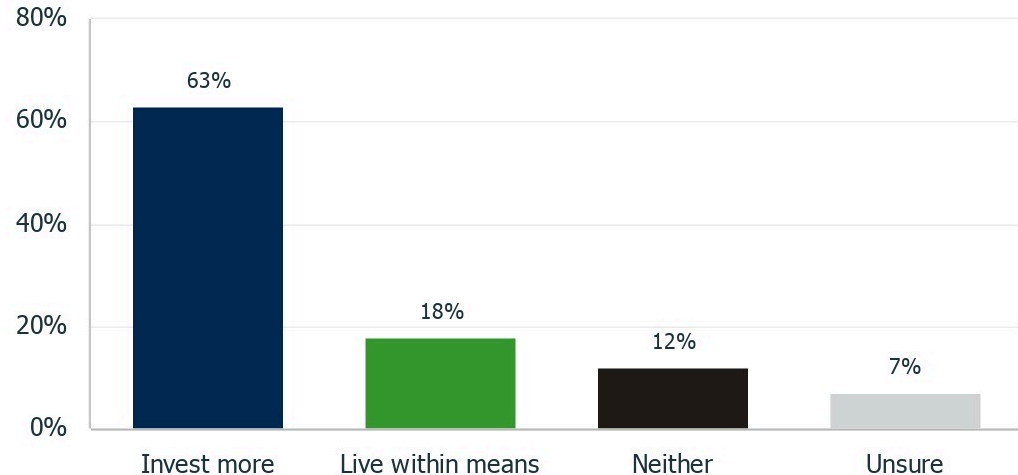
Q.17 Which of these statements comes closer to your own view, even if neither of them is exactly right?

Because of the impacts of COVID-19, Florida should invest more resources in struggling families, businesses, schools, and healthcare systems.

Because of the impacts of COVID-19, Florida must find ways to live within its means, even if that means cutting resources for families, businesses, schools, and healthcare systems.

Invest more or live within means

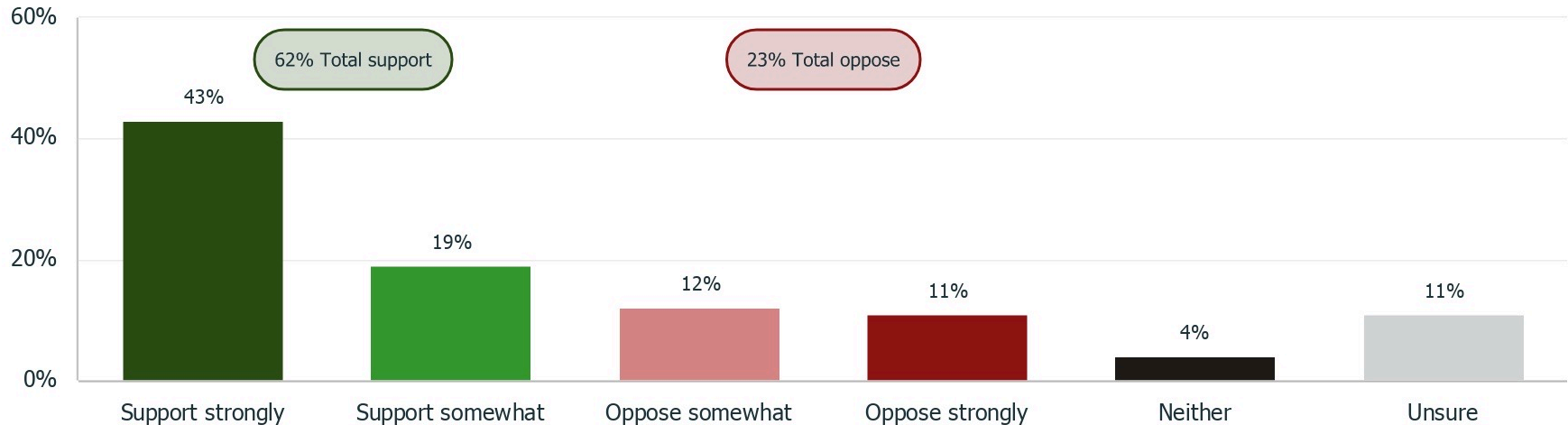
Invest more +45



Medicaid expansion has overwhelming support

Medicaid expansion support

Support +39



Q.29 Do you support or oppose expanding Medicaid coverage to more Floridians?



Plurality of Republicans support expanding Medicaid

Medicaid Expansion by Party ID and Urbanicity

	Support	Oppose	Support - oppose
All voters	62%	23%	+39
ID Democrat	86%	7%	+79
ID independent	57%	21%	+36
ID Republican	44%	37%	+8
Rural	53%	32%	+21
Suburban	59%	23%	+36
Urban	72%	17%	+56



Large majorities support expanding Medicaid across demographics

Medicaid Expansion by Key Demographics

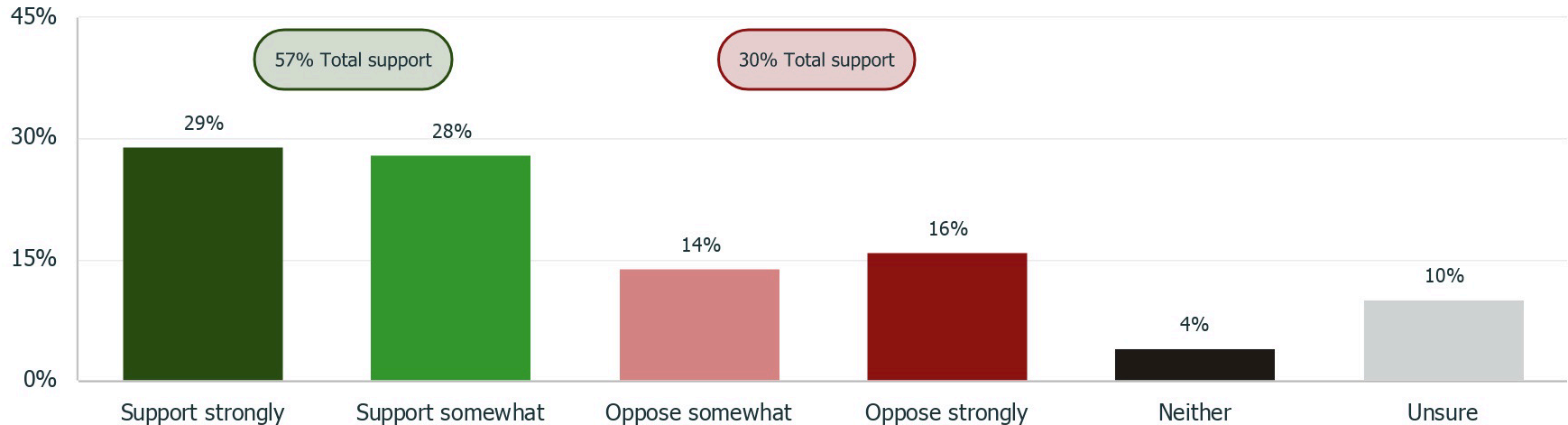
	Support	Oppose	Support - oppose
All voters	62%	23%	+39
Men	58%	27%	+31
Women	65%	19%	+47
White	55%	27%	+28
Black	79%	6%	+73
Hispanic	75%	18%	+57
People of color	76%	14%	+61
18-49	75%	15%	+60
50+	51%	29%	+21
College graduate	61%	24%	+37
Non-college	64%	19%	+45



Floridians back reducing the prison population

Reduce non-violent prison population support

Support +27



Q.30 Do you support or oppose reducing Florida's prison population of non-violent offenders?



8-in-10 Democrats support reducing non-violent prison population

Reduce Non-Violent Prison Population by Party ID and Urbanicity

	Support	Oppose	Support - oppose
All voters	57%	30%	+27
ID Democrat	81%	11%	+70
ID independent	50%	37%	+13
ID Republican	41%	44%	-4
Rural	49%	38%	+11
Suburban	55%	32%	+23
Urban	64%	23%	+41



2-in-3 young voters, 7-in-10 voters of color support criminal justice reforms

Reduce Non-Violent Prison Population by Key Demographics

	Support	Oppose	Support - oppose
All voters	57%	30%	+27
Men	58%	32%	+25
Women	56%	28%	+28
White	49%	37%	+12
Black	79%	12%	+67
Hispanic	71%	17%	+54
People of color	72%	18%	+54
18-49	66%	19%	+46
50+	50%	39%	+11
College graduate	58%	32%	+27
Non-college	56%	29%	+28

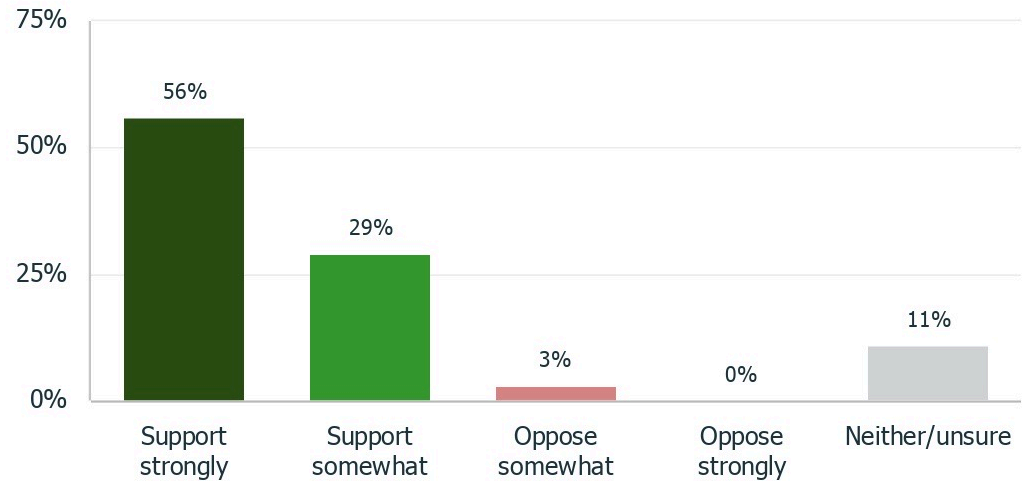


Overwhelming support for the proposed Homeowners' Bill of Rights

Q.27 The Florida legislature is considering a new law called the Homeowners' Bill of Rights, which will provide protections for homeowners from unfair practices by mortgage lenders and servicers, including requiring lenders to notify homeowners at least 30 days before foreclosing. Do you support or oppose passing the Homeowners' Bill of Rights?

Homeowners' Bill of Rights support

Support +82



Massive support for Homeowners' BoR is not polarized by party at this point

Homeowners' Bill of Rights Support by Party ID and Urbanicity

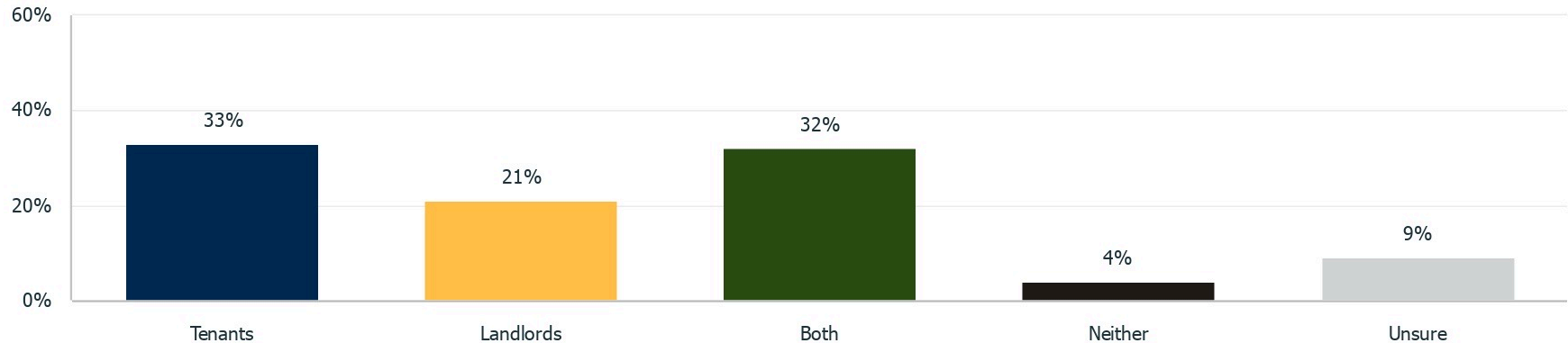
	Support	Oppose	Support - oppose
All voters	85%	4%	+82
ID Democrat	88%	3%	+85
ID independent	78%	4%	+75
ID Republican	86%	4%	+83
Rural	89%	1%	+88
Suburban	83%	4%	+79
Urban	86%	5%	+82



Floridians more likely to say tenants deserve protection than landlords, but 1-in-3 say both do

Deserves protection more

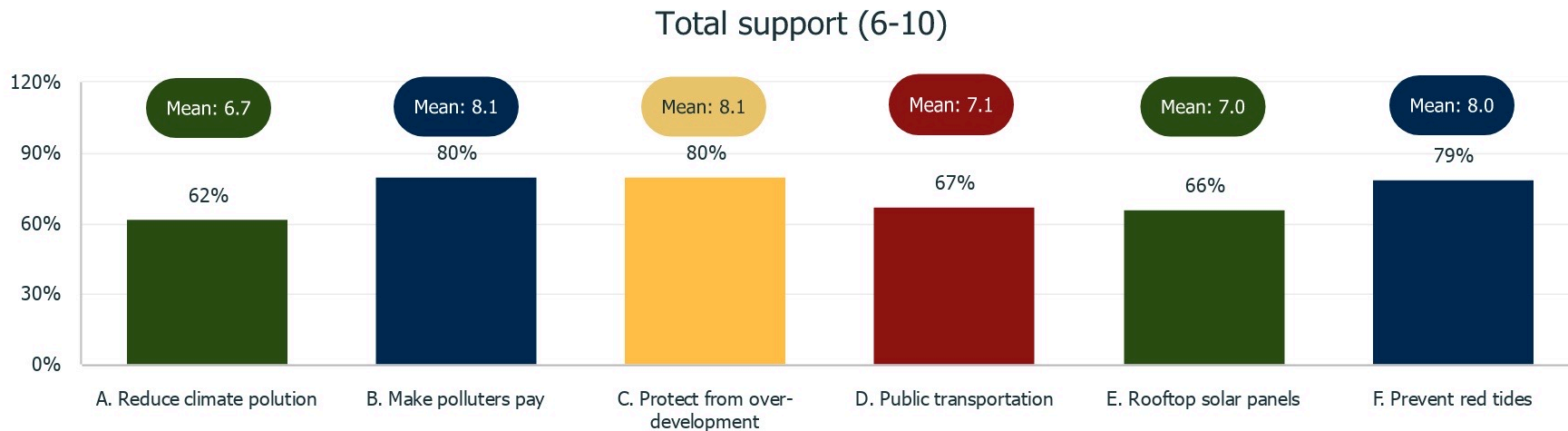
Tenants +12



Q.28 Generally speaking, do you believe renting tenants or renting landlords in Florida deserve protection more?



All environmental protection policies receive support, climate change control lowest among them



Q.31 Please indicate how much you support or oppose the Florida government taking action on each of the following policy goals on a scale from 0 to 10, the higher the number, the more you support the state legislature taking action on the goal.



High support for top environmental proposals across groups, Democrats most supportive of public transit

Top Environmental Proposals Total Support (6-10) by Key Demographics

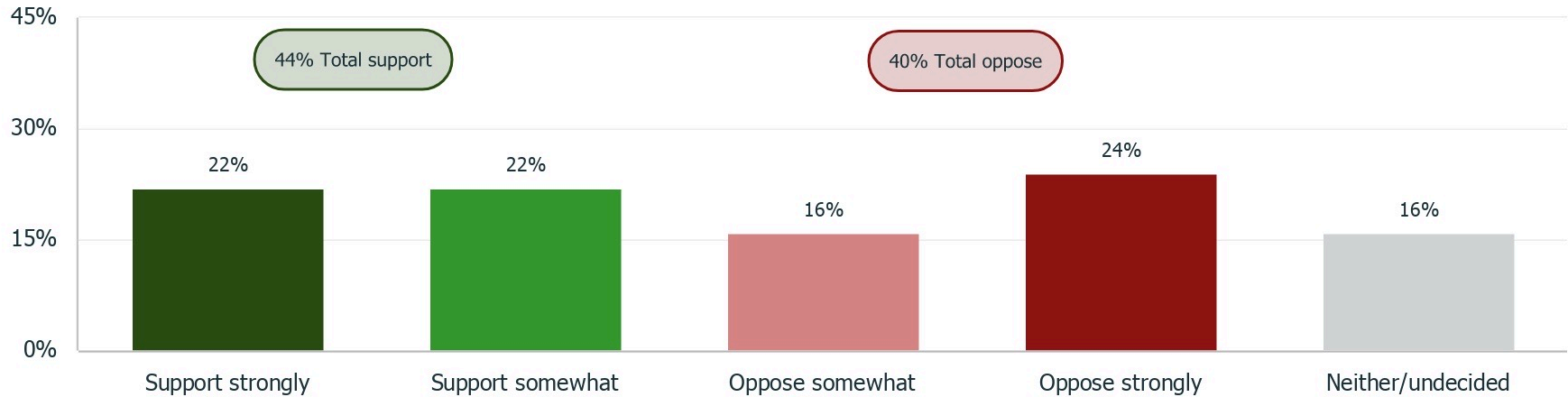
	Make polluters pay	Protect from over-development	Prevent red tides	Public transportation
All voters	80%	80%	79%	67%
Men	81%	82%	82%	66%
Women	79%	78%	76%	67%
White	83%	83%	81%	62%
Black	62%	63%	64%	73%
Hispanic	75%	82%	78%	76%
People of color	73%	75%	74%	75%
ID Democrat	82%	80%	83%	82%
ID independent	79%	79%	71%	59%
ID Republican	81%	83%	81%	58%



Respondents split on new election crime agency

Election crime agency support

Support +4



Q.18 Switching gears a bit, do you support or oppose creating a new taxpayer-funded law enforcement agency in Florida solely responsible for investigating election-related crimes?



Small shift in opinion after brief messaging exercise

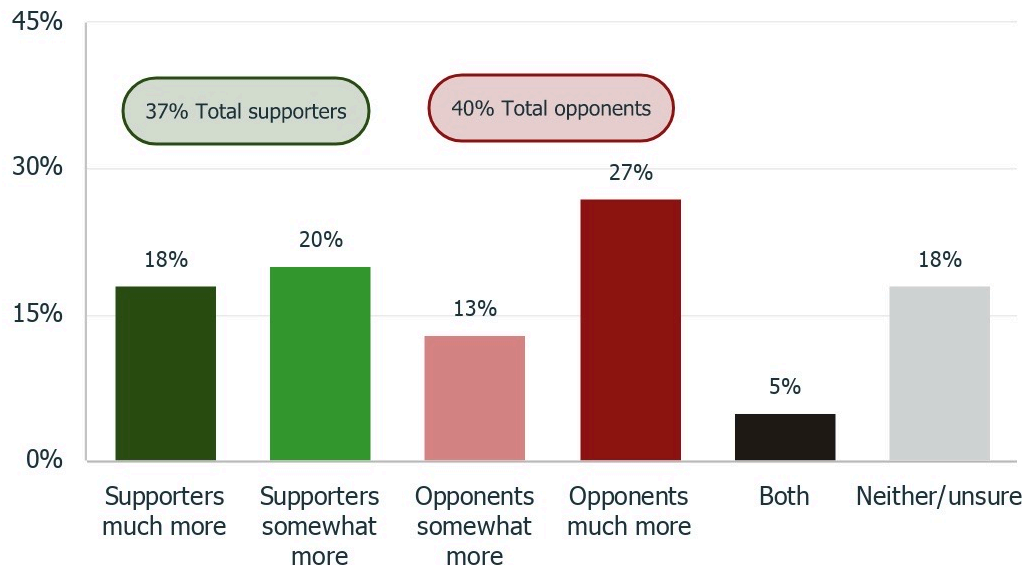
Q.19 Supporters of this new law enforcement agency say the only way to protect the integrity of our elections is to strictly enforce election laws. A new election crime office will provide Florida with the resources we need to fight voter fraud.

Opponents of this new law enforcement agency say that the new office is a pointless waste of money and effort. Florida elections are already safe and creating a new bureaucratic office is nothing more than playing politics and trying to intimidate voters with taxpayer money.

Please indicate below whether you agree more with the supporters or opponents of this new law enforcement agency, even if neither is exactly right.

Election crime agency support

Opponents +3



Rural voters most likely to move toward opponents of election crime division after messaging

Shift in Opinion Regarding Election Crimes Division by Party ID and Urbanicity

	Always support (supporters)	Towards supporters	Towards opponents	Always oppose (opponents)
All voters	31%	7%	9%	31%
ID Democrat	17%	5%	10%	47%
ID independent	26%	6%	4%	34%
ID Republican	46%	8%	11%	18%
Rural	34%	7%	13%	21%
Suburban	29%	6%	7%	34%
Urban	32%	8%	11%	31%



Hispanic voters most likely to move in both directions on election crime division, Dem Hispanics likely toward opponents

Shift in Opinion Regarding Election Crimes Division by Key Demographics

	Always support (supporters)	Towards supporters	Towards opponents	Always oppose (opponents)
All voters	31%	7%	9%	31%
Men	33%	7%	8%	36%
Women	29%	6%	10%	26%
White	32%	6%	9%	31%
Black	24%	6%	5%	32%
Hispanic	34%	9%	13%	29%
People of color	29%	9%	11%	30%
18-49	30%	7%	11%	30%
50+	32%	7%	8%	32%
College graduate	31%	7%	9%	36%
Non-college	31%	6%	10%	26%
ID Democratic Hispanic	26%	4%	14%	38%



Respondents narrowly support hard-line on ballot collection

Q.20 Last year the Florida state legislature banned ballot collection, which some call "harvesting," which is the practice of collecting and submitting vote-by-mail ballots by someone other than the voter who filled out the ballot. The new law makes it a misdemeanor crime for any person to possess more than one vote-by-mail ballot. Governor DeSantis supports further criminal penalties to make the practice of ballot collection a third degree felony.

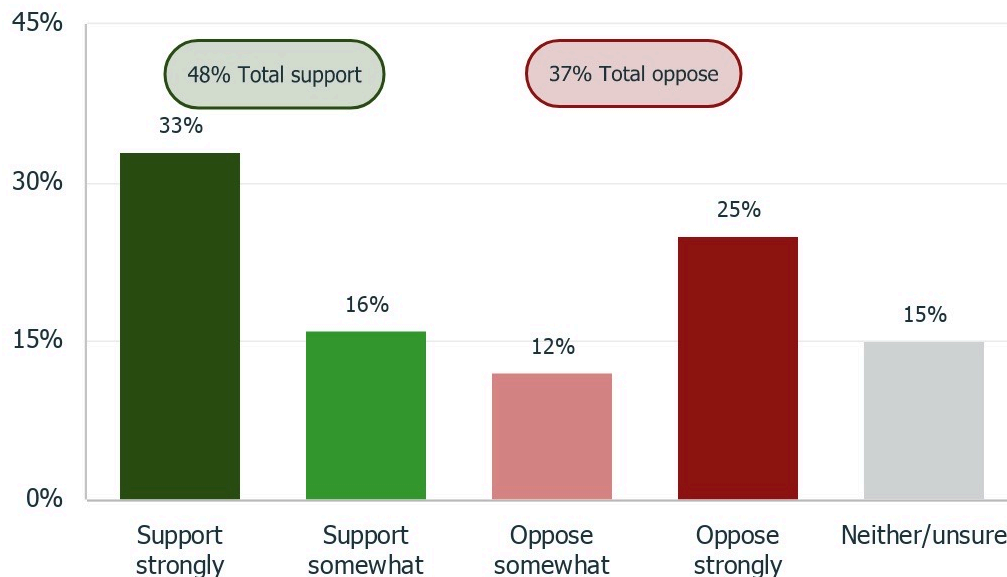
Proponents of this new law say that it limits the potential for voter fraud and related abuses.

Critics of the new law and further action say that it makes it more difficult for elderly and disabled voters, as well as those who live in remote areas or have limited transportation to vote.

Do you support or oppose making the practice of ballot collection or ballot harvesting a third degree felony and increasing the criminal penalties for it?

Make ballot collection a felony support

Support +11



Democrats, urban voters oppose increasing ballot collection penalties, others support

Felony Ballot Collection Support by Party ID and Urbanicity

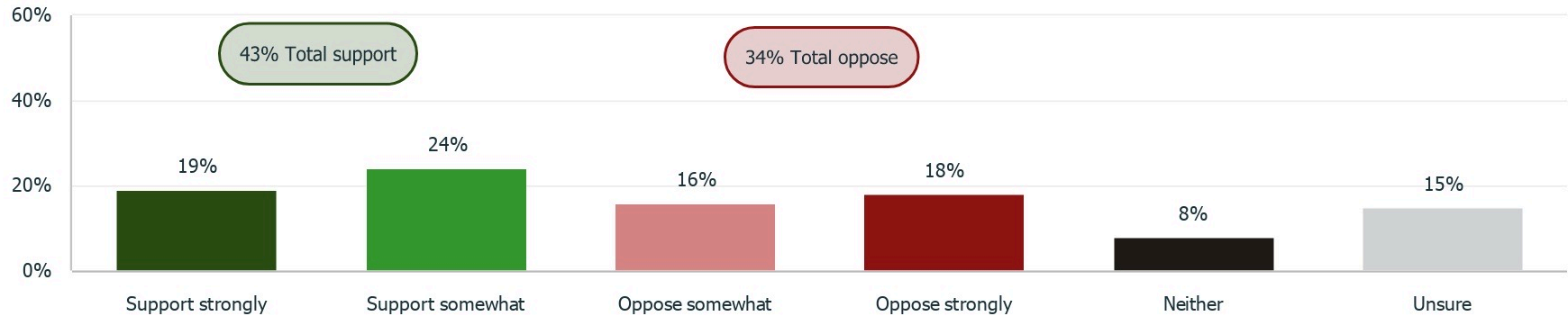
	Support	Oppose	Support - oppose
All voters	48%	37%	+11
ID Democrat	23%	62%	-39
ID independent	50%	34%	+16
ID Republican	68%	19%	+49
Rural	53%	27%	+26
Suburban	53%	34%	+19
Urban	37%	47%	-11



Respondents narrowly back increasing ballot threshold with 1-in-4 not reporting a preference

Ballot measure threshold increase support

Support +8



Q.21 As you may know, in Florida, amending the Constitution by ballot measure requires at least 60% of voters to vote YES on it. Do you support or oppose increasing this 60% threshold?



Floridians split on whether to focus on making voting more accessible or preventing fraud

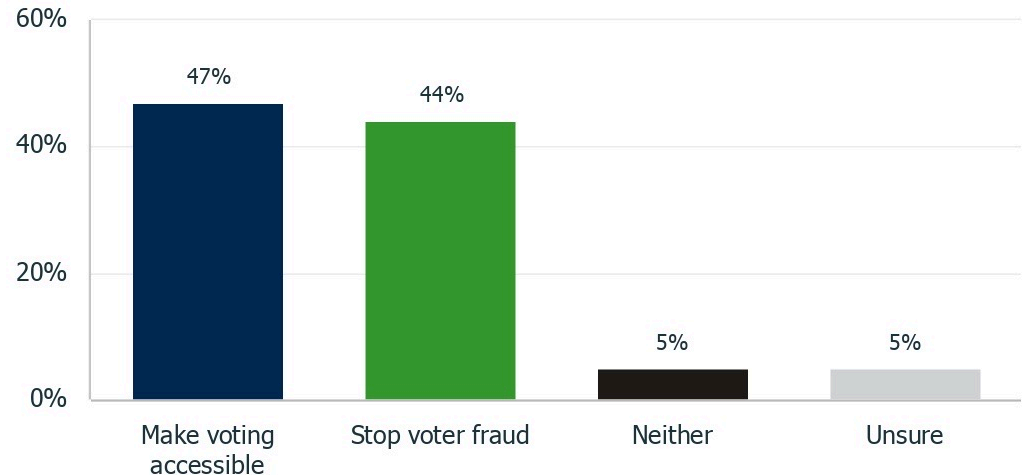
Q.22 Which of these statements comes closer to your own view, even if neither of them is exactly right?

Florida state government should focus on making voting safer and more accessible

Florida state government should focus on stopping voter fraud

Accessibility or prevent fraud

Make voting accessible +3



Large partisan gap, independents split on democracy reform priorities

Ballot Accessibility or Voter Fraud by Party ID and Urbanicity

	Ballot Accessibility	Voter Fraud	Ballot Accessibility - Voter Fraud
All voters	47%	44%	+3
ID Democrat	76%	18%	+59
ID independent	43%	43%	0
ID Republican	24%	68%	-44
Rural	33%	58%	-25
Suburban	46%	45%	+1
Urban	56%	35%	+21

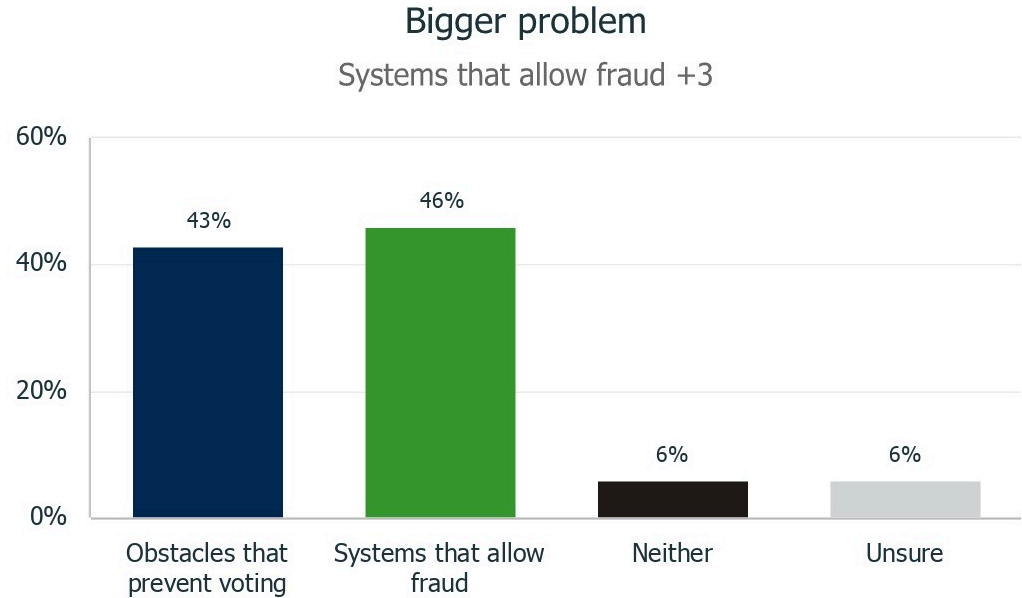


Floridians split on whether fraud or voting obstacles are a bigger concern

Q.23 Which of the following is a bigger problem in Florida?

Obstacles that prevent eligible citizens from voting

Voter systems that allow people to commit fraud



Partisan divide on whether accessibility or fraud is a bigger issue

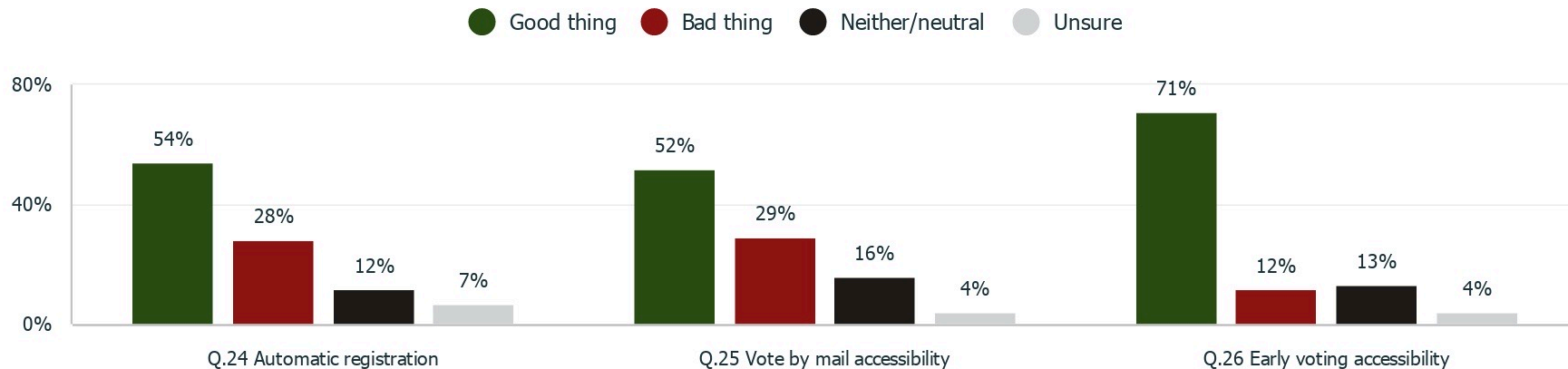
Ballot Accessibility or Voter Fraud by Party ID and Urbanicity

	Obstacles that prevent voting	Systems that allow fraud	Prevent voting - allow fraud
All voters	43%	46%	-3
ID Democrat	78%	15%	+63
ID independent	42%	45%	-3
ID Republican	14%	73%	-59
Rural	31%	56%	-26
Suburban	40%	46%	-6
Urban	53%	39%	+14



Broad support for three voting accessibility proposals

Voting policy support



Q.24 And do you think it would be a good thing or bad thing for every eligible resident of Florida to be automatically registered to vote unless they opt out?

Q.25 And do you think it would be a good thing or bad thing for Florida to make voting by mail more widely accessible?

Q.26 And do you think it would be a good thing or bad thing for Florida to make early voting more widely accessible?



Early voting support crosses party, other proposals net popular among independents

Voting Proposals by Party ID and Urbanicity

	Automatic registration: Good thing - bad thing	Vote by mail accessibility: Good thing - bad thing	Early voting accessibility: Good thing - bad thing
All voters	+26	+23	+59
ID Democrat	+74	+84	+93
ID independent	+11	+15	+62
ID Republican	-8	-26	+30
Rural	+14	-1	+37
Suburban	+20	+19	+58
Urban	+43	+44	+72



Ballot access proposals receive high support across demographics

Voting Proposals by Key Demographics

	Automatic registration: Good thing - bad thing	Vote by mail accessibility: Good thing - bad thing	Early voting accessibility: Good thing - bad thing
All voters	+26	+23	+59
Men	+19	+14	+57
Women	+32	+30	+60
White	+15	+11	+45
Black	+71	+50	+87
Hispanic	+36	+38	+76
People of color	+47	+44	+78
18-49	+48	+34	+65
50+	+8	+14	+53
College graduate	+31	+28	+60
Non-college	+22	+21	+60



Questions?



Ben Lazarus

Director of Research Solutions

TargetSmart

ben.lazarus@targetsmart.com

m: (734) 649-3438